

THE OREGON STATESMAN

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September 30, 1927 Blessed are the peacemakers: for they shall be called the children of God.

ABOUT ADVERTISING

There are many forms of good advertising. The best background of good advertising is to have the goods or the advantages or the service.

And the best medium for letting the public know about these things of superior appeal is the newspaper.

The newspaper that is subscribed for and paid for and regularly read.

Salem has been known in the newspaper circles of the state as a "poor advertising town," just as it was long known as a "poor show town," and a "poor town" in other respects.

There has been improvement of late along most of the lines mentioned, and in other ways, to the great advantage of Salem's reputation, and consequently of her business and standing.

But the reader will perhaps be surprised to know that, even now, Eugene is a better advertising town Salem; and so is Medford.

That is, the people of those cities to the south take larger and more regular space in their established newspapers, in proportion to the size of their respective trade districts, than do the people of Salem—the business men and also the want advertisers and others using small space; the big firms and the individuals.

The trade territory of Salem can be extended, and intensified, by newspaper advertising. And the larger use of the advertising space of the regular newspapers will enable them to give better service. The benefits would be mutual. Every individual would be helped. Every piece of property advanced in potential value. A "good advertising town" is a good town to live in and do business in; and a good town to live near to, or in its trade territory.

"SAVE THE ROOSEVELT"

The Port Orford Chamber of Commerce, Geo. W. Soransen secretary, is sending an open letter under the above heading, dated Sept. 24, to all the chambers of commerce and other civic organizations along the Roosevelt highway, reading as follows:

"The opening of a new highway is immediately followed by the erection of unsightly commercial signs and billboards, and the opening of the scenic Roosevelt highway will be no exception to that rule unless the citizens living along the route are alert to the situation.

"The greatest asset of the Oregon coast country is its scenic beauty which furnishes the background for the greatest recreational region on the Pacific coast, and this scenic beauty lies in its naturalness; therefore, anything which tends to mar or destroy that naturalness strikes a vital blow at the whole region.

"The Roosevelt highway, like other state highways, is being constructed by funds derived from auto licenses and from gasoline tax. In other words the public at large provides the funds for the investment in the highways, and, therefore, the public has a right to insist that their investment shall not be depreciated, and, as commercial signs and billboards have marred and destroyed the natural beauty of the regions traversed by other highways of the state, the citizens along the Roosevelt must act to prevent a like desecration of their region. Once these obnoxious signs and billboards are erected the act has been committed and it is a hard matter to overcome; it is much easier to keep the highway free from them than to attempt to force them off once they have been installed.

"While the state has no law which will reach the erection of signs on private property, the citizens along the Roosevelt highway have the weapon at their command that will force compliance with their wishes—namely, public opinion.

"The Port Orford Chamber of Commerce suggests and recommends that all chambers of commerce, all other civic organizations, and the citizens generally, voice their protest against the erection of commercial signs and billboards along the Roosevelt highway, and that public opinion be aroused to maintain this scenic route in its natural state.

"Save the Roosevelt" should be the rally cry of all citizens and organizations interested in protecting this great recreational region from desecration."

All the people of Oregon, and all the chambers of commerce and other civic organizations, and all the newspapers of this state, and every state in the Union, ought to be interested in this fight to keep the scenic Roosevelt highway scenic.

To preserve its beauties from desecration, as suggested above.

It would not be out of place to have a law passed to back up this fight. If the Roosevelt highway can be preserved from desecration, it will be an outstanding accomplishment—

Giving Oregon a vast amount of good advertising—

And perhaps setting the pace for the same sort of work of preservation of nature's beauties throughout the country.

There is a great fight going on over the proposed construction of the projected Longview bridge. There is one thing to be said, and that is that there must be no bridge constructed there unless it be built in such a way as to be no obstruction to the passage of ships of commerce. The whole of the Willamette valley, and all of the vast territory drained

by the waters of the Columbia river and its tributaries, are interested in this.

In nearly every department, the Oregon state fair is better than ever before in its exhibits. This holds good throughout the live stock classes. It is notable in the swine exhibits, and in the poultry building, and elsewhere. In turkeys and water fowl, especially, this improvement is outstanding.

Perhaps the Slogan series of The Statesman will before long have to replace some other subject with the fig industry. Fig growing now looks like a comer.

Bits For Breakfast

Not so bad—

Only 1500 short yesterday—

Attendance of state fair yesterday only 1500 short of the Thursday crowd of last year's fair.

With a few fair weeks with fair weather, and a good sized net surplus for more concrete walks and other improvements, the state fair will be able to do a good business even with a whole week of rain.

"Why do they not change the dates of the fair, in order to hold it at a time when there is less likelihood of having rain?" You hear this question asked often.

For one thing, the big fairs of the northwest are in a circuit, to accommodate the exhibitors and attractions of all kinds. And for another thing, the present dates fall at a time when there is less likelihood of rain here than at any other period after the main harvests are over. This was several years ago decided, after a study of the weather records kept over a long period.

"A skull a half inch thick was unearthed in one of our western states and immediately sent to Washington without the formality of an election," says a cynical exchange.

"The man who carefully plans what he wants to do and then sets about to do it, with the full knowledge that there will be many difficulties to overcome, but who continues to work that much harder because of those difficulties, is certain to win. God has so ordained that no others shall."

—Exchange.

Calles Talks With Coolidge on Phone

(Continued from Page One)

president's cabinet, Mrs. Coolidge and a company of several hundred to whom invitations had been issued. Each guest was equipped with an individual set of head phones and no detail of the event was lost to any of them.

Dr. L. S. Rowe, director of the Pan-American Union, presided at the receiver, Mr. Coolidge, Acting Secretary Carr, Ambassador Teller, Dr. Rowe, and telephone company officials sat at a long table on which individual telephones had been placed.

Connection Effected Presently Dr. Rowe lifted his receiver and immediately was connected with Colonel W. F. Repp, a telephone company official at Mexico City. "Hello, Colonel Repp," he said. "The president of the United States desires to converse with his excellency, the president of Mexico."

"His excellency, President Calles, is ready," Repp replied.

Mr. Coolidge adjusted his spectacles, lifted his receiver and began his prepared conversation. President Calles listened not knowing, however, what was being said to him, but aware that he was participating in an accomplishment of a time which was already contributed generously to international communication.

Translation Made Following the translation of President Coolidge's remarks by Dr. Rowe, personally to Mr. Calles, the Mexican executive began to speak, his words, being translated from the Spanish.

At no time during the conversation of the two presidents was the connection interrupted. The voice of Mr. Calles was particularly distinct. President Coolidge could be heard plainly in Mexico City, it was stated, but his voice at this end did not seem to carry quite so well as that of the Mexican executive.

Very Diplomatic Both conversations were entirely formal and phrased in the strictest diplomatic terms. Mr. Calles, however, laid a lengthier emphasis upon the hope that the two nations would profit in good will and understanding from this new link between them.

The conversation, he said, afforded him "the pleasure of renewing my fervent wishes and my ardent hopes for the beginning of a new era for those two governments and peoples—an era of good will and mutual understanding which cannot fail to put an end to all those needless misunderstandings that so frequently exist with prejudice to the normal development of nations."

In addition to the two presidents, conversations were had between Genaro Estrada, Mexican acting minister of foreign affairs and Acting Secretary Wilbur J. Carr of the state department, who spoke in the absence of Secretary Kellogg; and between Ambassador Teller in Washington and Arthur Schoenfeldt, the American charge d'affaires at Mexico City.

PORTLAND GETS BETTER BREAK IN DAY AT FAIR

(Continued from Page One)

tent that Shikars was again reduced to third place.

A game of musical chairs was played in which the rider must appear bareback with only a snaffle bit and ride around the ring until the music stops, then to dismount, holding the reins of his horse and sitting in the chair until the music resumes. One chair is eliminated after each ride until but one chair remains and the two riders must race the length of the ring for the final award. This number tends to lighten the tension under which the crowd labors when it attempts to assist its favorite in the more thrilling events.

A rooster from Portland, scored first in that event; Jane Gattine, a horse from Garden Home, second; while H. M. Kerron's entry, Teddy, won third award.

For the first time this year, a pig event was featured, entering Buckley Vedio and Paloma. As always when these splendid aristocrats of the swiftest ring are shown spontaneous exclamations of admiration ripple through the blue.

A mixed drill by the Portland Hunt club, attractive in their black and white habits, was the closing feature of the fourth evening of the show.

The ribbon winners last night were as follows:

Event 1—Driving Competition. First prize, Damascus Milk company, Portland; second, McCroskey and White, Garfield, Washington; third, H. W. Merritt, Rosalia, Washington; fourth, D. F. Burge, Albany, Oregon.

Event 2—Gentleman's Three-gaited saddle horses. First prize, Mrs. C. H. Wheeler, Portland; second, G. L. A. Lauer, Seattle, Washington; third, Lewis R. Bank, Portland; fourth, H. M. Kerron, Garden Home.

Event 3—Five-gaited geldings. First prize, W. F. Turner, Portland; J. G. Von Herberg, Seattle; third, Mrs. C. Edward Grelle, Portland.

Event 4—Pairs in Harness. First prize, Aaron M. Frank, Portland.

Event 5—Ladies' Three-gaited saddle horses. First prize, Frank McDermott, Seattle; second, C. H. Chavella, Seattle; third, Mrs. Roger McVeagh, Portland; fourth, James Dryden, Oswego.

Event 6—Roadster-Single. First prize, Aaron M. Frank, Portland; second, Dr. R. A. Quigley, Everett, Washington; third, H. M. Kerron, Garden Home; fourth, Lewis R. Banks, Portland.

Event 7—Gig horses. First prize, Aaron M. Frank, Portland; second, Aaron M. Frank, Portland.

Event 8—\$500 Stake—Hunters and Jumpers. First prize, Aaron M. Frank; second, Aaron M. Frank, Portland; third, Aaron M. Frank, Portland; fourth, Natt McDougall, Portland; fifth, Mrs. Claude D. Starr, Portland; sixth, Aaron M. Frank, Portland; seventh, Natt McDougall, Portland.

PORTLAND WINS HONORS AT FAIR PORTLAND DAY

(Continued from Page One)

ments of the fair were announced yesterday, with some grand champions in the livestock sections yet to be selected.

With a track considerably drier than yesterday, many people gathered in the stands to view the races. The horses entered in the various events this year are of a higher class than any before raced here, in the opinion of many.

A feature of the racing program yesterday was a push ball game between American and Canadian teams. So rough was the game, that the ball once was bunted into the band-box on the grand stand, where it routed a group of

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Dopesters Already Hard At It On World's Series

By Alan J. Gould NEW YORK, Sept. 29.—(AP)—It wouldn't be a world's series without its heroes and so, with the baseball classic's start less than a week off, the experts already are speculating on where the laurel wreaths may go this season.

If the Yankees clash with the Pirates, as now appears probable, unusual galaxes of stars will be out there trying to outshine each other.

Babe Ruth has been a hero as well as a "bust" in the championship fray. Herb Pennock has had the "hero" medal attached to him for brilliant pitching in two world's series. Lou Gehrig might snap out of his home run slump and out bat the Hambino.

Pittsburgh Stars Loom The Pirates have the Waner brothers, Pie Traynor and Ray Kremer, also that hardy campaigner Joe (Moon) Harris, ready to step out and distinguish themselves. Hazen Cuyler, hero of the 1925 Pirate triumph over Washington has been on the bench and may not get a chance to repeat.

If St. Louis should do the unexpected and break through to the National league top, Grover Cleveland Alexander would have a chance to duplicate the pitcher feats that made him the outstanding

figure of the 1926 world's series. It may be recalled how Old Alex, ill fitting cap, slouching gait, and all, trudged to the box with the bases full in the seventh inning of the final game last fall, struck out Tony Lazzeri on three pitched balls and clinched the game for the Cardinals.

Close Break Recalled It was only a matter of inches, however, that separated Alex from being a "goat" and Lazzeri from being the hero. The second pitched ball was hit on a line by the Yankee infielder, but it was fouled by something less than a foot, as it struck the stands.

It is such "breaks" that often turn the tide one way or another, sometimes they lift a player from comparative obscurity to world's series fame, as was the case in 1921, when Johnny Rawlings, a substitute, jumped in to play a star game at second base for the Giants. Four years later Rawlings helped Pittsburgh win the pennant, but was kept out of the world's series with a broken ankle.

In the 1924 series Freddy Lindstrom, an 18 year old school boy recruit took the place of the injured He'ne Groh at third base for the Giants and played a spectacular game.

EASTERNERS HAIL SMITH

1200 Delegates to N. Y. Convention Grow Enthusiastic

ALBANY, N. Y. Sept. 29.—(AP)—Hailed enthusiastically by the 1200 delegates of the democratic state convention as the next president of the United States, Governor Alfred E. Smith in a lengthy address today made not the slightest reference to the nomination nor to national issues.

"I am here to talk on state issues," he said, almost as his opening statement. "This is a state convention and questions of state interests are all we are now interested in."

His "lead" was followed by United States Senator Robert Wagner and other party orators who succeeded him to the rostrum. All

praised the governor's address and his leadership in the state.

The young man, Albert Langborn, was said to have told the authorities that he was walking through the woods with a knife near where the shooting occurred.

WOMEN OF MIDDLE AGE

Praise Lydia E. Pinkham's Vegetable Compound

Mrs. Annie Kwinski of 626 1st Avenue, Milwaukee, Wis., writes that she became so weak and run-down that she was not able to do her housework. She saw the name Lydia E. Pinkham's Vegetable Compound in the paper and said to her husband, "I will try that medicine and see if it will help me." She says she took six bottles and is feeling much better.

Mrs. Mattie Adams, who lives in Downing Street, Brewton, Ala., writes as follows: "A friend recommended Lydia E. Pinkham's Vegetable Compound and since taking it I feel like a different woman."

With her children grown up, the middle-aged woman finds time to do the things she never had time to do before—read the new books, see the new plays, enjoy her grandchildren, take an active part in church and civic affairs. Free from being pushed aside by the younger set, she finds a full, rich life of her own. That is, if her health is good.

Thousands of women past fifty, say they owe their health to Lydia E. Pinkham's Vegetable Compound.

The films were exhibited to-night in Vancouver, Wash. without protest, it is understood here.

It was declared tonight by members of the censorship board that action would be taken tomorrow with a view of having the city attorney take a hand in the matter. Federal officers were not involved